This Page Is Inserted by IFW Operations and is not a part of the Official Record

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images may include (but are not limited to):

- BLACK BORDERS
- TEXT CUT OFF AT TOP, BOTTOM OR SIDES
- FADED TEXT
- ILLEGIBLE TEXT
- SKEWED/SLANTED IMAGES
- COLORED PHOTOS
- BLACK OR VERY BLACK AND WHITE DARK PHOTOS
- GRAY SCALE DOCUMENTS

IMAGES ARE BEST AVAILABLE COPY.

As rescanning documents will not correct images, please do not report the images to the Image Problem Mailbox.

THIS PAGE BLANK (USPTO)

PCT

WORLD INTELLECTUAL PROPERTY ORGANIZATION International Bureau



INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification 7: H04N 7/173

A1

(11) International Publication Number:

WO 00/18123

14

(43) International Publication Date:

30 March 2000 (30.03.00)

(21) International Application Number:

PCT/US99/21558

(22) International Filing Date:

17 September 1999 (17.09.99)

(30) Priority Data:

09/158,436

21 September 1998 (21.09.98) US

(71) Applicant (for all designated States except US): E GUIDE, INC. [US/US]; West Tower 7th floor, 9100 Wilshire Boulevard, Beverly Hills, CA 90212 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): YUEN, Henry, C. [US/US]; P.O. Box 438, Pasadena, CA 91102-0438 (US).

(74) Agent: RAHN, LeRoy, T.; Christie, Parker & Hale, LLP, P.O. Box 7068, Pasadena, CA 91109-7068 (US). (81) Designated States: AE, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK, DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, US, UZ, VN, YU, ZA, ZW, ARIPO patent (GH, GM, KE, LS, MW, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

Published

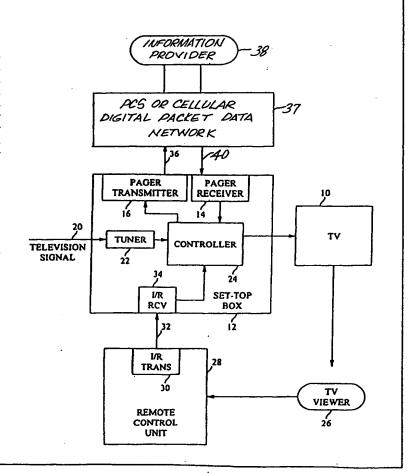
With international search report.

(54) Title: INTERACTIVE TELEVISION SYSTEM

(57) Abstract

1.3

A system for two-way communication between a television viewer operating a remote control unit to control a television and a television signal or other information provider located at a central site. A set-top box coupled to the television includes an infrared receiver to receive command signals from the remote control unit, a pager transmitter to transmit messages to the television signal or other information provider, and a pager receiver to receive confirmation messages from the television signal or other information provider. Also included is a controller to control reception of command signals from the remote control unit, reception of a television signal, display of the television signal on the television, translation of the command signals into messages to be sent by the pager transmitter, reception of confirmation messages from the pager receiver, and display of received confirmation messages on the television. Alternatively, the infrared receiver, pager transmitter, pager receiver, and controller are integral with the television.



FOR THE PURPOSES OF INFORMATION ONLY

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

ξ,

ÿ,

f .

4.

AL	Albania	ES	Spain	LS	Lesotho	SI	Slovenia
AM	Armenia	FI	Finland	LT	Lithuania	SK	Slovakia
AT	Austria	FR	France	LU	Luxembourg	SN	Senegal
AU	Australia	GÁ	Gabon	LV	Latvia	SZ	Swaziland
AZ	Azerbaijan	GB	United Kingdom	MC	Monaco	TD	Chad
BA	Bosnia and Herzegovina	GE	Georgia	MD	Republic of Moldova	TG	Togo
BB	Barbados	GH	Ghana	MG	Madagascar	TJ	Tajikistan
BE	Belgium	GN	Guinea	MK	The former Yugoslav	· TM	Turkmenistan
BF	Burkina Paso	GR	Greece		Republic of Macedonia	TR	Turkey
BG	Bulgaria	HU	Hungary	ML	Mali	TT	Trinidad and Tobago
BJ	Benin	IE	Ireland	MN	Mongolia	UA	Ukraine
BR	Brazil	IL	Israel	MR	Mauritania	UG	Uganda
BY	Belarus	IS	Iceland	MW	Malawi	US	United States of America
CA	Canada	IT	Italy	MX	Mexico	UZ	Uzbekistan
CF	Central African Republic	JP	Japan	NE	Niger	VN	Viet Nam
CG	Congo	KE	Kenya	NL	Netherlands	YU	Yugoslavia
СН	Switzerland	KG	Kyrgyzstan	NO	Norway	zw	Zimbabwe
CI	Côte d'Ivoire	KP	Democratic People's	NZ	New Zealand		
CM	Cameroon		Republic of Korea	PL	Poland		
CN	China	KR	Republic of Korea	PT	Portugal		
CU	Cuba	KZ	Kazakstan	RO	Romania	-	
CZ	Czech Republic	LC	Saint Lucia	RU	Russian Federation		
DE	Germany	LI	Liechtenstein	SD	Sudan		
DK	Denmark	LK	Sri Lanka	SE	Sweden		
EE	Estonia	LR	Liberia	SG	Singapore		
					••		Ÿ.
ì							• •

1

5

10

15

20

25

30

35

÷

1

INTERACTIVE TELEVISION SYSTEM

FIELD OF THE INVENTION

This invention relates generally to interactive television systems and more specifically to an interactive television system integrated with pager communications technology to allow two-way communication between the interactive television system and a central site.

BACKGROUND OF THE INVENTION

In the consumer television industry, there are many instances where two-way communications between a television signal provider at a central site and the television viewer is desired. In the case of over-the-air broadcast television, cable television, C-band satellite and direct satellite broadcasting, the link from the television signal provider to the television viewer is well established and has a wide bandwidth, and is capable of carrying a large amount of information (including both the television signals and other analog and digital information). A problem that consistently arises is how to establish a second communication link back from the television viewer to the television signal provider.

The most common solution to this problem is to use a telephone link. Many cable systems and direct broadcast satellite systems use this solution. One of the problems with using the telephone to provide the link from the television viewer to the television signal provider is that the television receiver (e.g., cable box, direct satellite receiver, or other set-top box) must either be positioned near a telephone jack or a telephone cable of considerable length must be strung from the receiver to the telephone jack. Another problem is that the telephone link cannot be used at the same time that the television viewer is using the telephone for normal telephone calls.

Other solutions that have been proposed include creating a new radio frequency (RF) system which would allow communication from the television viewer to the television signal provider through an RF link. This system, however, would require the creation of a new communications infrastructure covering vast geographic areas. Such a system may be prohibitively expensive to implement.

SUMMARY OF THE INVENTION

According to the present invention, the foregoing and other objects and advantages are attained by a system for providing a communications path from a viewer of a television controlled by a remote control unit to an information provider located at a central site. The system includes circuitry to receive a command signal from the remote control unit and to translate the command signal into a message to be relayed to the information provider. The command signal could be, for example, a command to purchase an advertised product or pay-per-view television event. A pager transmitter is included to transmit the message from the television viewer to the information provider over a wireless link. Additionally, a pager receiver

may be included to receive a second message from the information provider over a second wireless link and circuitry is provided to take the received message and display it on the television screen as confirmation that the purchase command was received and accepted by the information provider. This two-way communications capability may be incorporated into a set-top box such as a cable television controller or video cassette recorder, or into a television.

In an embodiment of the present invention, a method of communicating between a television viewer and an information provider located at a central site includes the steps of displaying a prompt on a television to the television viewer requesting a viewer selection, accepting the viewer selection from the television viewer via a remote control unit for the television, VCR or set-top box, transmitting a command signal corresponding to the viewer selection from the remote control unit to the set-top box, translating the command signal into a pager message, and transmitting the pager message by a pager transmitter to the information provider over a wireless link.

Still other objects and advantages of the present invention will become readily apparent to those skilled in the art from the following detailed description, wherein is shown and described only the preferred embodiment of the invention, simply by way of illustration of the best mode contemplated for carrying out the invention. As will be realized, the invention is capable of other and different embodiments, and its several details are capable of modifications in various obvious respects, all without departing from the invention. Accordingly, the drawings and description are to be regarded as illustrative in nature, and not as restrictive.

BRIEF DESCRIPTION OF THE DRAWINGS

10

15

20

25

30

- FIG. 1 is a block diagram showing a two-way interactive television system according to the present invention.
- FIG. 2 is a block diagram showing an alternative embodiment of a television system according to the present invention.
 - FIG. 3 is a block diagram of the present invention.
 - FIG. 4 is a block diagram showing an embodiment of the present invention incorporated into a Digital Packet Data paging network.
 - FIG. 5 is a diagram showing the frequency spectrum available for paging.
 - FIG. 6 is a block diagram showing an embodiment of the present invention incorporated into a Personal Communications Service paging network.
 - FIG. 7 is a block diagram showing simulcast transmission to the present invention.

35 DESCRIPTION OF THE PREFERRED EMBODIMENT

FIG. 1 is a block diagram showing a two-way interactive television system according to the present invention. In the preferred embodiment of the present invention, a television system includes a Television (TV) 10 connected to a Set-Top Box 12 via an RF connection using

3

1

5

10

15

20

25

30

35

channels 3 or 4, a baseband video and audio connection, an S-video connection or any other conventional manner of communicating audio and video signals. In various embodiments, the Set-Top Box 12 could be a cable box, satellite receiver or any other type of consumer electronic device, such as a video cassette recorder (VCR) or a stand alone electronic program guide. The Set-Top Box 12 includes a Pager Transmitter 16 for sending information and may also include a Pager Receiver 14 for receiving information.

FIG. 2 is a block diagram showing an alternative embodiment of a television system according to the present invention. In this embodiment, the Pager Transmitter 16 and Pager Receiver 14 are contained in the Television 18.

The preferred embodiment of the present invention uses two-way paging services to provide communications from the television viewer to the television signal provider. Examples of network technologies that implement two-way paging are Motorola's ReFLEX protocol and AT&T's pACT protocol. ReFLEX is based on the Personal Communications Services (PCS) standard. The pACT technology is based upon a Cellular Digital Packet Data (CDPD) standard. These 2 way paging protocols allow initiation of a message from the subscriber's two-way Messaging device. Information transmitted may include, but is not limited to, the subscribers identity, an account to be billed, the service requested or order confirmation. These systems allows for the addition of a low cost pager transmitter into a television, set-top box or other consumer electronic device to provide communications from the television viewer back to the television signal provider. One advantage of these systems is that they do not require the establishment of a new communications infrastructure as would the other proposed RF systems.

In another embodiment of the invention only the paging transmitter is present in the set top box or the television set. A link is provided from the television viewer to the television signal provider or messaging service. This allows for the elimination of the paging receiver when information from the television signal provider or messaging service is not required by the television viewer.

Another advantage arising from the use of two-way paging services for communications from the television viewer to a television signal provider is that a low cost pager receiver could be added to the television, set-top box or other consumer electronic device to provide another communications path from the television signal provider to the television viewer.

A final advantage arising from the use of two-way paging services is that the simulcast paging signals have better in-building penetration than other means. Thus the paging signals have a greater probability of reaching television sets of the subscribers to the service.

In another alternative embodiment, a set-top box, television or other consumer electronic device can be equipped with both a pager transmitter and pager receiver of a two-way paging service system for communicating with an information provider other than a television signal provider. The type of information that could be communicated using this system would include any type of information that can be provided by modem to a personal computer, while using a

1

5

10

15

20

25

30

35

television screen to display information and a native consumer electronic device (e.g., VCR, set-top box, television) remote control unit or universal remote control as an input device for the consumer.

FIG. 3 is a block diagram of the present invention in either a PCS or CDPD system. A Television Signal 20 is input to the Set-Top Box 12 and processed by Tuner 22. The TV Signal can be received through an over-the-air antenna, by cable, by satellite reception or by any other conventional television communications medium. The tuned television program is sent by Controller 24 to the TV 10 for display to TV Viewer 26. In the preferred embodiment, the Controller 24 is a programmed microprocessor, although other control circuitry may be used. In a home shopping, pay-per-view, or other interactive television application, the television program shown on the TV prompts the TV Viewer 26 to make a selection or choice based on information presented on the TV screen. For example, the prompt may ask the TV Viewer 26 if he or she would like to purchase the right to view a pay-per-view event, purchase an advertised product, or respond to a survey question. To make a selection or send information back to the producer of the television program or other entity at a central site, the TV Viewer pushes an appropriate button (not shown) on the Remote Control Unit 28. The Remote Control Unit is a conventional remote control for a consumer electronics device such as a TV, VCR, and the like, having a plurality of buttons for user input. The Remote Control Unit senses the push of the button and sends a corresponding command signal via Infrared Transmitter (I/R TRANS) 30 over Infrared Link 32 to an Infrared Receiver (I/R RCV) 34 situated in the Set-Top Box 12. I/R RCV 34 forwards the command signal to the Controller 24 for processing. The Controller 24 directs Pager Transmitter 16 to send a message over Reverse Wireless Link through a wireless network, such as a PCS or Cellular Digital Packet Data Network. to an Information Provider 38. The message contains a unique viewer identifier, a data service identifier, and the viewer selection or response (e.g., a buy command). The data service identifier identifies the particular product being advertised or service being offered to the viewer. The Information Provider 38 may be a television station, broadcast or cable television network, advertiser, home shopping company, personal communications service network, or any other provider of information and services to the TV Viewer 26 via any communications medium.

Pager Transmitter 16 operates according to conventional two-way pager protocol of the given network in sending the message from the Set-Top Box 12 at the TV Viewer's location to the Information Provider 38 at a central site. Optionally, the Information Provider 38 sends a confirmation message in response to the TV Viewer's message over Forward Wireless Link 40 through Network Operations Center 37 to Pager Receiver 14. The confirmation message is forwarded to Controller 24 for display on TV 10, thereby providing immediate feedback to the TV Viewer that his or her selection was received and accepted.

ŧ.,

ί.

1

5

10

15

20

30

35

٠,

Two-way paging, also known as acknowledgment paging, uses a set of radio channels allocated by the Federal Communications Commission (FCC) in the frequency spectrum at 900 MHZ. Two-way paging is also designated Narrowband Personal Communications Service (NPCS) or Personal Communication Service (PCS). It operates on a wider spectrum than one-way paging and is therefore capable of transmitting larger amounts of information. Two-way paging expands paging beyond simple message notification to a spectrum efficient system that allows the tracking of subscribers. Tracking subscribers allows for frequency reuse in the paging network. A response channel allows for confirmation messages to verify that the incoming message was received. Two-way paging uses an outbound communications channel for sending messages to the pager and an inbound communications channel for receiving pager responses. Examples of existing two-way paging services include SKYTEL TWO-WAY, available from SkyTel Corporation, and SKYPAGEII, available from Mobile Telecommunications Technologies Corporation. The pager hardware technology used by the SKYTEL2-WAY system is the TANGO pager available from Motorola, Inc. Examples of network protocols used in two-way paging services include the REFLEX family of network protocols from Motorola, Inc. and pACT technology available from ATT, Inc.

FIG. 4 shows the invention used in a pACT system. ATT's pACT Network Protocol is based on Cellular Digital Packet Data (CDPD). This standard is a means for providing Internet Protocol (IP) data service over cellular voice networks. The CDPD infrastructure uses existing cellular systems to access a backbone router that uses IP to transport data. The invention, personal digital assistants or computers that use IP can connect to the CDPD service and access message service providers, information providers or the television signal provider. CDPD offers data transmission rates from two to four times faster than many competing wireless data services. Most of these data services are limited to 9.6Kbps or lower data rates. The pACT protocol is well suited for a number of applications. Examples are two-way paging, E-mail, telemetry, fleet management and dispatch, voice Messaging, Internet access and transaction processing. The pACT system is built from modules that can be combined and configured in different ways to meet specific operator requirements.

In FIG.4 access from the public switched telephone network (PSTN) 50, or Internet 54 is provided by the message center 51. The message center initiates routes and connects pACT services to private and public networks including the Internet and the PSTN. The message center core handles almost any type of data and makes access possible for various interactive voice responses (IVR) and also voice or fax.

The network management system 52 provides every base station with parameters used to control traffic and maintain links to the network.

The pACT Database Stations (PDBS) are located at the cell site. They relay data between subscriber devices 12 via the base stations 53 and the serving pACT Data Intermediate System (PDIS).

1

5

10

15

20

25

30

35

Another paging network that can be used with the present invention is the first generation Personal Communication Services (PCS) network, operating in the FCC allocated band of 901-940 MHz, shown in FIG 5. The outbound portion of the 2 Mhz frequency spectrum is divided into two blocks. One block, at 940-941 Mhz, provides symmetrical 50/50 khz paired channels with the 1 Mhz inbound block at 901-902 Mhz (39 Mhz fixed duplex space). The other outbound block is located at 930-931 Mhz, where its asymmetrical licences reside (50/12.5kHz). PCS is capable of sending and receiving at least hundreds of messages per minute. A current implementation of PCS is Motorola's ReFLEX Two-way Paging Protocol. ReFLEX technology not only allows subscribers to respond to pages it also allows subscribers to initiate messages to other subscribers, e-mail addresses or fax machines. The network, as shown in FIG. 6, consists of two separate paths, forward and reverse, that link a message service 55 or the message originator to a two-way Messaging device or personal Messaging unit (PMU) 58. The Network Operations Center (NOC) 56 and the Network 57 of Radio Frequency (RF) transmitters route the signals. In the preferred embodiment of FIG.3, the forward channel is shown as Forward Wireless Link 40, and the reverse channel is shown as Reverse Wireless Link 36. The components of a PMU are shown as Pager Transmitter 16 and Pager Receiver 14 incorporated into Set-Top Box 12. Pager Transmitter 16 and Pager Receiver can also be integrated into a single component within the Set-Top Box 12.

An embodiment of a combined Pager Transmitter and Pager Receiver is the PAGEWRITER two-way Messaging unit commercially available from Motorola, Inc. The chip set for this device can be incorporated into the FIG. 3 pager transmitter 16 and pager receiver 14. The PAGEWRITER system can communicate with other pagers, fax machines, or Internet e-mail addresses. In this embodiment, Pager Receiver 14 operates in the 940-941 MHz frequency bands, with 50 KHz channel spacing, and at bit rates of 6400 bps. It supports signaling with 4 level frequency shift keying (FSK) at 3200 bps and 6400 bps, with a frequency deviation of +/- 800 Hz and +/- 2400 Hz for 4 level operation. In this embodiment, Pager Transmitter 16 operates in the 901-902 MHz frequency bands, with 12.5 KHz channel spacing, and at bit rates of 9600 bps. It supports signaling with 4 level FSK at 800, 1600, 6400, and 9600 bps, with a frequency deviation of +/- 800 Hz and +/- 2400 Hz for 4 level operation. The Tango, two way pager is another device from Motorola that operates in a similar manner to the PAGEWRITER. Chip sets from either of these devices could be used in the preferred embodiment shown in 12.

FIG. 7 shows the two way Messaging device 58 to network 57 link. The Forward Wireless Link 40 is a simulcast system using four subchannels. Simulcasting is a method of radio frequency (RF) transmission that in this case ensures maximum building penetration to ensure message delivery and receipt. In FIG. 7 signals from several antennas in the immediate area of the two-way Messaging device impinging on that device increase the probability of establishing a reliable signal link. The system tracks the location of the two-way Messaging

device 58 and simulcasts only in that sub area. The reverse wireless link 36 is established with the network when the two-way Messaging unit transmits to a receiving antenna near the transmitting tower. This link establishes the location of the two-way Messaging device within the network 57, and provides a response channel.

The Reverse Wireless Link 36 connects Pager Transmitter 16 to a network of receivers (not shown). The receivers are connected to the NOC 56 via telephone lines and a frame-relay network. In a wide-area simulcast system, it is necessary to use multiple receivers scattered over a given area to ensure reverse channel coverage. Because the reverse channel Pager Transmitter 16 is directional, receivers must be spread so as to ensure there is a receiver available regardless of the position or location of the Pager Transmitter.

Each subchannel is modulated with four-level frequency-shift keying that operates at a speed of 6,400 bits per second. The channels can be used independently for high-capacity paging or combined for a throughput of 25,600 bits per second for delivering larger amounts of data to the Pager Receiver 14. This throughput is achieved by using well known multi-carrier modulation (MCM) technology combined with the REFLEX 50 paging protocol commercially available from Motorola, Inc.

FIG. 6 shows the link from the Network 53 to the Network Operations Center (NOC). Here the signals can be linked through satellite, line of site microwave or trunked telephone lines. The Messaging center 55 can be linked to the NOC 56 via a normal telephone line, as shown.

With the present configuration, and using the four subchannels independently, the system capacity is in the range of 2 million to 3 million television viewers per NOC.

The invention has been described in its presently contemplated best mode, and it is clear that it is susceptible to various modifications, modes of operation and embodiments, all within the ability and skill of those skilled in the art and without the exercise of further inventive activity. Accordingly, what is intended to be protected by Letters Patent is set forth in the appended claims.

1

5

10

15

20

25

. 4

1 CLAIMS:

5

10

20

25

30

35

1. An apparatus for providing a communications path from a viewer of a television controlled by a remote control unit to an information provider located at a central site comprising:

means for receiving a command signal from the remote control unit operated by the television viewer and for translating the command signal into a message; and

a radio frequency transmitter coupled to the receiving and translating means to transmit the message to the information provider through a communications network, of which at least one segment is a wireless link.

- 2. The apparatus of claim 1 where the transmitter is a paging transmitter, operating in the band of frequencies allocated to paging services.
- 15 3. The apparatus of claim 1 where the transmitter is a cellular transmitter, operating in the band of frequencies allocated to cellular communications.
 - 4. The apparatus of claim 1 further comprising a radio frequency receiver to receive a second message from the information provider over a second communications network channel, where at least one portion is a wireless link and means for displaying the second message on the television.
 - 5. An apparatus for controlling a television and for providing two-way communication between a television viewer operating a remote control unit and an information provider located at a central site comprising:

a radio frequency transmitter to transmit a first message to the information provider over a communications network which contains a first wireless link;

a radio frequency receiver to receive a second message from the information provider over a communications network which contains a second wireless link; and

means coupled to the radio frequency transmitter and the radio frequency receiver for receiving a command signal from the remote control unit operated by the television viewer, for translating the command signal into the first message, and for displaying the second message on the television.

6. The apparatus of claim 5 wherein the receiver is a cellular receiver and the transmitter is a cellular transmitter, operating in the band of frequencies allocated to cellular communications.

7. The apparatus of claim 5 wherein the receiver is a paging receiver, and the transmitter is a paging transmitter, operating in the band of frequencies allocated to paging services.

8. The apparatus of claim 5 wherein the second message displayed on the television contains of audio information.

5

10

15

25

35

. 8

9. A television controlled by a remote control unit and including a communications path from a viewer of the television to an information provider located at a central site comprising:

means for receiving a command signal from the remote control unit operated by the television viewer and for translating the command signal into a message; and

a radio frequency transmitter coupled to the receiving and translating means to transmit the message to the information provider over a wireless link that is part of a communications network.

- 10. The apparatus of claim 9 where the transmitter is a paging transmitter, operating in the band of frequencies allocated to paging services.
- 20 11. The apparatus of claim 9 where the transmitter is a cellular transmitter, operating in the band of frequencies allocated to cellular communications.
 - 12. The television of claim 9 further comprising a radio frequency receiver to receive a second message from the information provider over a second wireless link that is part of a communications network and means for displaying the second message on the television.
 - 13. The apparatus of claim 12 where the receiver is a paging receiver, operating in the band of frequencies allocated to paging services.
- The apparatus of claim 12 where the receiver is a cellular receiver, operating in the band of frequencies allocated to cellular communications.
 - 15. A system for two-way communication between a television viewer operating a remote control unit to control a television and a television signal provider located at a central site comprising:
 - a receiver to receive a command signal from the remote control unit;
 - a radio frequency transmitter to transmit a first message to the television signal provider over a communications network;

a radio frequency receiver to receive a second message over said communications network;

5

10

20

25

30

an information provider having access to the communications network to transmit the first message and receive the second message; and

means coupled to the receiver, the radio frequency transmitter and the radio frequency receiver for controlling reception of the command signal, reception of a television signal, display of the television signal on the television, translation of the command signal into the first message, transmission of the first message, and reception of the second message.

- 16. The system of claim 15 wherein the receiver is responsive to infrared light.
- 17. The system of claim 15 wherein the receiver is responsive to radio frequencies.

ķ.,

Ę

- 18. The system of claim 15 wherein the first message comprises a command to purchase a product advertised in a television program carried by the television signal.
 - 19. The system of claim 18 wherein the first message additionally comprises a viewer identifier, viewer billing information, a data services identifier, and a viewer selection.
 - 20. The system of claim 18, wherein the product is a pay-per-view television program.
 - 21. The apparatus of claim 15 wherein the receiver is a paging receiver, and the transmitter is a paging transmitter, operating in the band of frequencies allocated to paging services.
 - 22. The apparatus of claim 15 wherein the receiver is a cellular receiver and the transmitter is a cellular transmitter, operating in the band of frequencies allocated to cellular communications.
 - 23. The system of claim 18 wherein the product is a commercial advertisement.
 - 24. The system of claim 18 wherein the product is election of television services.
- 25. The system of claim 18 wherein the second message comprises a confirmation signal confirming reception and acceptance of the first message by the information provider.
 - 26. The system of claim 25 wherein the controlling means further comprises means for displaying the second message on the television.

27. The system of claim 15 wherein the system is integral with a cable set-top box.

- 28. The system of claim 15 wherein the system is integral with a satellite receiver.
- 5 29. The system of claim 15 wherein the system is integral with a video cassette recorder.

1

10

15

20

25

30

ì

- 30. The system of claim 15 wherein the system is integral with a stand alone electronic program guide.
- 31. In a system having a set-top box for controlling a television, the set-top box having a radio frequency transmitter and a radio frequency receiver and accepting command signals from a remote control unit operated by a television viewer, a method of communicating between the television viewer and an information provider located at a central site comprising the steps of:

displaying a prompt on the television to the television viewer requesting a viewer selection;

the television viewer accepting the viewer selection by using the remote control unit;

transmitting a command signal corresponding to the viewer selection from the remote control unit to the set-top box;

translating the command signal into a first message; and

transmitting the first message by the radio frequency transmitter over a communications network to the information provider.

32. The method of claim 31 further comprising the steps of:

receiving a second message by the radio frequency receiver over the second wireless link through a paging or cellular network that establishes a path to the information provider; and

displaying the second message on the television to the television viewer.

- 33. The apparatus of claim 31 where the receiver is a paging receiver, operating in the band of frequencies allocated to paging services.
- 35 34. The apparatus of claim 31 where the receiver is a cellular receiver, operating in the band of frequencies allocated to cellular communications.

35. The method of claim 32 wherein the first message comprises a command to purchase a product advertised in a television program displayed by the television.

- 36. The method of claim 35 wherein the first message comprises a viewer identifier, a data services identifier, and a viewer selection.
 - 37. The method of claim 36 wherein the product is a pay-per-view television program.

ķ.,

4.

į.

Ϋ́.,

38. The method of claim 32 wherein the second message comprises a confirmation message confirming reception and acceptance of the first message by the information provider.

15

1

5

20

25

30

35

ì

, k

1

'n

. 1

FIG. 1

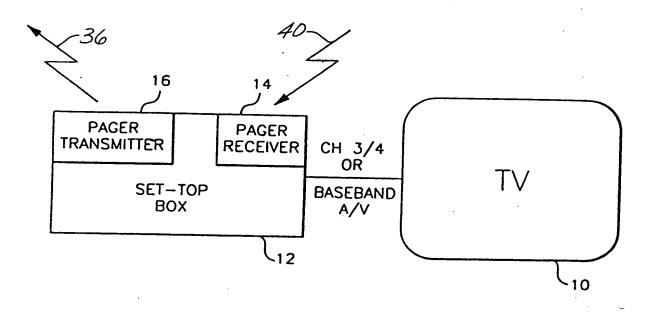
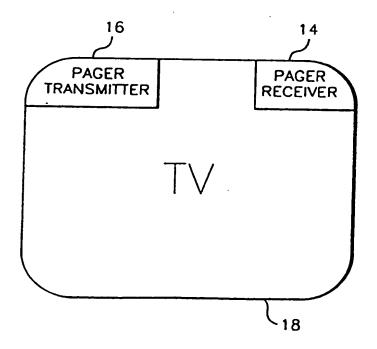
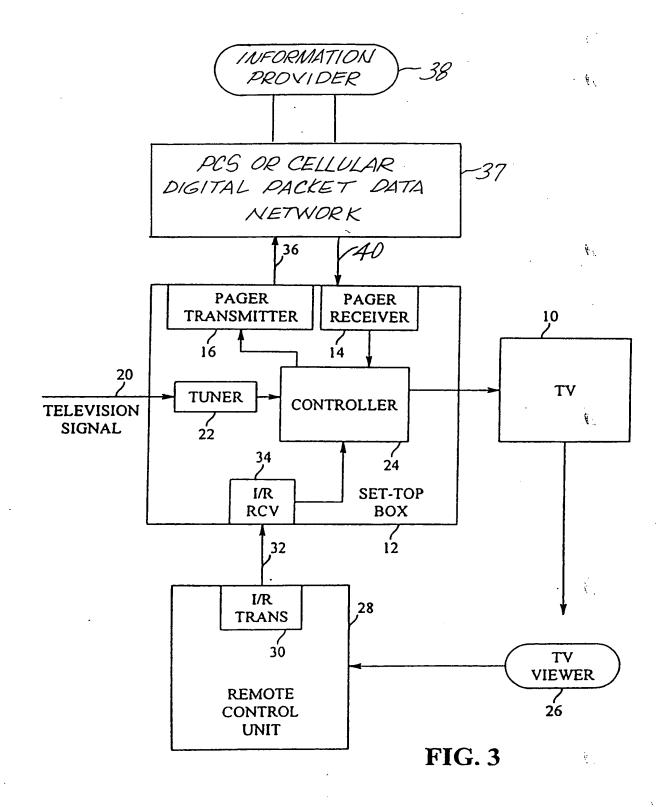


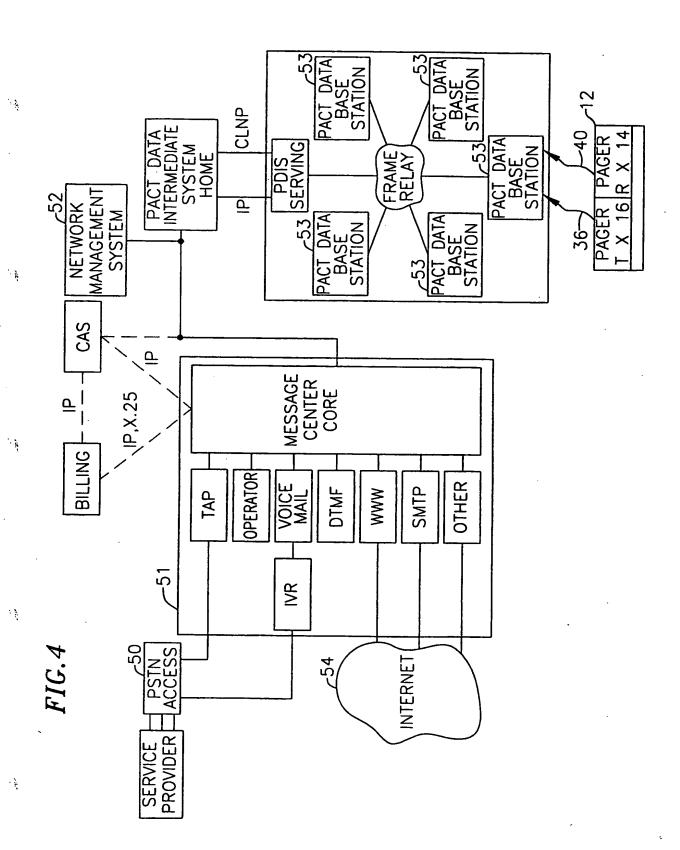
FIG.2



ķ.,



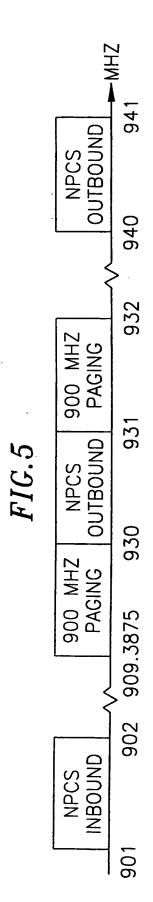
į



ψ,

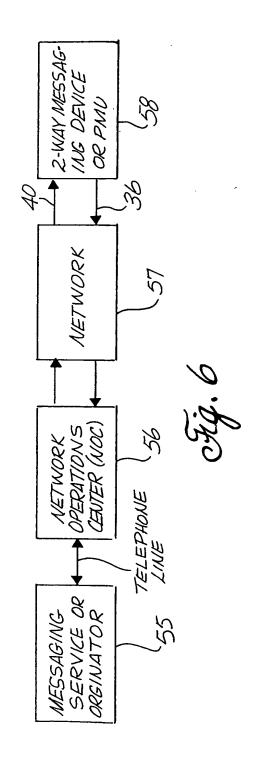
ķ.,

ķ.,

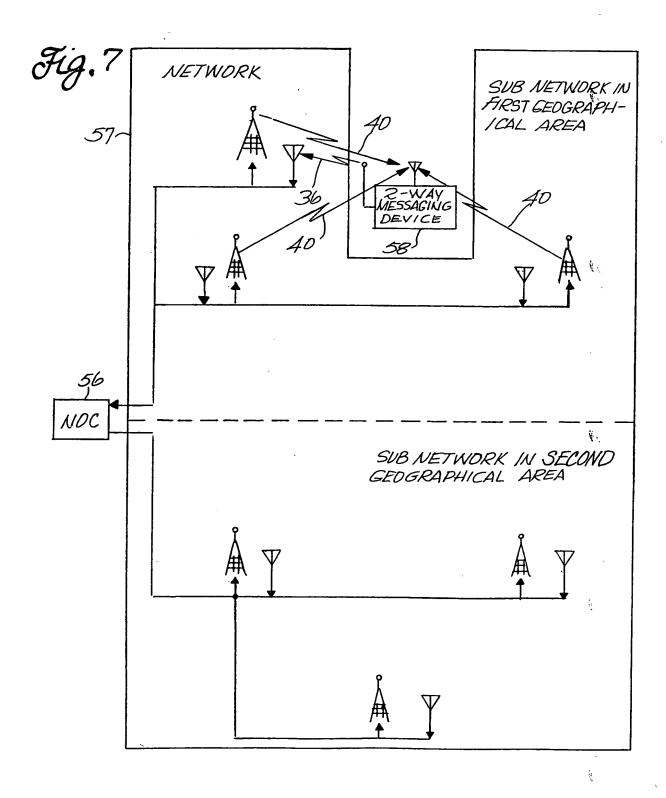


.

· 1



ί,



INTERNATIONAL SEARCH REPORT

International Application No

PC., US 99/21558

A. CLASSIFICATION OF SUBJECT MATTER IPC 7 H04N7/173					
18					
According to	o International Patent Classification (IPC) or to both national classific	cation and IPC			
B. FIELDS	SEARCHED				
Minimum do	ocumentation searched (classification system followed by classificat H04N	tion symbols)			
Documenta	tion searched other than minimum documentation to the extent that	such documents are included in the fields so	earched		
	•		`		
Electronic d	ata base consulted during the international search (name of data ba	ase and, where practical, search terms used)		
		•			
Category '	ENTS CONSIDERED TO BE RELEVANT Citation of document, with indication, where appropriate, of the re	lovant near and	5		
	onation of document, with indication, where appropriate, of the re	evant passages	Relevant to claim No.		
X	WO 97 31479 A (GUIDE INC E ;YUEN (US)) 28 August 1997 (1997-08-28	HENRY C	1-38		
. 1	the whole document				
			•		
13		·			
·					
<u></u>	ner documents are listed in the continuation of box C.	X Patent family members are listed in	n annex.		
	legories of cited documents : Int defining the general state of the art which is not	"T" later document published after the inter or priority date and not in conflict with t	national filing date		
conside	ered to be of particular relevance locument but published on or after the international	cited to understand the principle or the invention	ory underlying the		
fijing da	ate nt which may throw doubts on priority claim(s) or	"X" document of particular relevance; the cl cannot be considered novel or cannot	be considered to		
which i	s cited to establish the publication date of another or other special reason (as specified)	involve an inventive step when the doc "Y" document of particular relevance; the cl	aimed invention		
	nt referring to an oral disclosure, use, exhibition or	cannot be considered to involve an inv document is combined with one or mor ments, such combination being obviou	re other such docu-		
"P" docume later th	nt published prior to the international filing date but an the priority date claimed	in the art. "&" document member of the same patent for	-		
Date of the a	actual completion of the international search	Date of mailing of the international sea			
19	November 1999	26/11/1999			
Name and m	railing address of the ISA	Authorized officer			
· .	European Patent Office, P.B. 5818 Patentiaan 2 NL – 2280 HV Rijswijk Tel. (+31–70) 340–2040, Tx. 31 651 epo nl,				
•	Fax: (+31-70) 340-3016	Beaudoin, O			

INTERNATIONAL SEARCH REPORT

information on patent family members

International Application No

PC., US 99/21558

ij.,

¥ .

ķ .

ķ.,

Patent document cited in search report	Publication date	Patent family member(s)	Publication 🐧 . date
WO 9731479 A	28-08-1997	AU 2132197 A CA 2247456 A CN 1214837 A EP 0886967 A US 5812931 A	10-09-1997 28-08-1997 21-04-1999 30-12-1998 22-09-1998